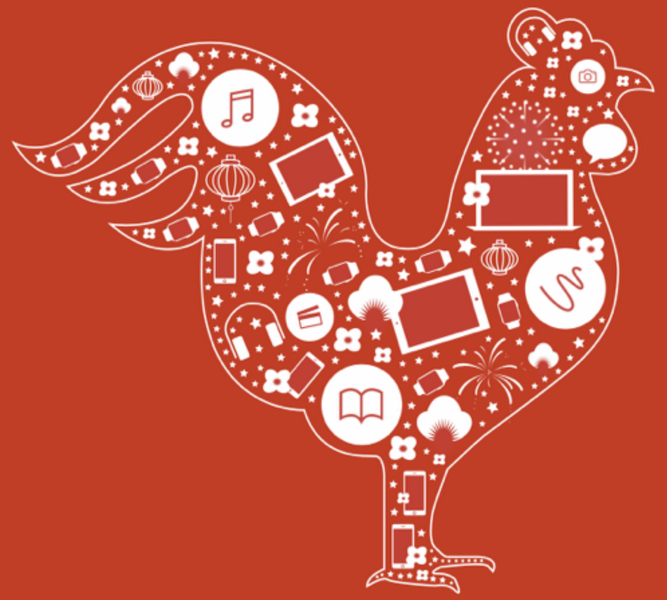
Limited Edition Chinese New Year Accessories



NPI: Limited Edition Chinese New Year Accessories

In select stores January 4

Only at Apple

Tech 21 iPhone 7/7 Plus Case

Chinese Artist

A design partnership between cutting edge protection company, Tech 21 and renowned Shanghai Tang artist Jacky Tsai.

Resulting in a Tech21 Evo Elite protective case that not only can withstand drops of up to 6.6 feet (2 meters) but also celebrates the warmth and happiness of Chinese New Year.

Only at Apple

Jimu Robot Lion Kit

Chinese Developer

Jimu latest development in robotic construction and coding launches with a unique Chinese New Year twist.

The LionBot is the first Jimu to have a bobble-head and represents the Chinese New Year tradition of the Lion Dance, performed in households and offices to cheerfully ward off evil spirits.

Only at Apple

DJI Phantom 4

Chinese Developer

The DJI Phantom 4. Not only does it fly intelligently with a tap and automatically create seamless tracking shots, it can autonomously avoid obstacles and do much more.

Artist and designer Martin Sati give this 'special bird' to a new wings for Chinese new Year.

Only at Apple

ZEGA

Chinese Developer

Specifically designed Zega Tanks to symbolise and embody the spirit of Chinese New Year. Dragon and Lion are legendary creatures in Chinese mythology and each tank has exclusive skills to 'battle' with.

Zega is a line of battle toys that powerfully integrate the best of virtual games and physical toys. These toys give you and other players an unprecedented face-to-face sports gaming experience that offers attack, speed, defence and versatility

Only at Apple

Mophie

Chinese Artist

Limited Edition Mophie Powerstation Plus XL. Designed by acclaimed local Chinese street artist, Hua Tunan who took inspiration from the year of the Rooster.

12,000mAh battery delivers an additional 48 hours power to do more with your loved iOS devices.

Accessories Merchandising - Gaming & Toys

DJI Phantom 4

Only at Apple

Chinese Developer

The DJI Phantom 4 allowing you to capture superb aerial images on your iPhone or iPad has been revamped for Chinese New Year. You can still Shoot 4K and full HD 1080p video, only now DJI has partnered with illustrator and designer Martin Sati. He took inspiration from fire, earth, air and water to create a Phoenix-like plumage for the “special bird” to represent new beginnings.

Top 3 Key Takeaways

- Track subjects without a tracking device.
- 4K 30fps and 1080p 120fps video, 12megapixel, Adobe DNG RAW photos
- Full manual remote camera control,long-range live feed from camera

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Accessories Merchandising - Gaming & Toys

ZEGA Tanks

Only at Apple

Chinese Developer

Galaxy ZEGA is a Bluetooth based smart toy which enables players to combine virtual games with physical objects. The Dragon and Lion dances are the most traditional performances in Chinese culture during Spring Festival celebrations. Dragon controls the forces of nature and is mysterious and ethereal. So one tank is named "Chi" which sounds like the Chinese "Qi" meaning air. Lion is mighty, so the other tank is named "Lee" which sounds like the Chinese "Li" meaning power.

Top 3 Key Takeaways

- Chinese Mythological creature Chi and Li battle tanks, each with exclusive skills.
- The iPhone control, iOS app and its accessories opens enormous possibilities for this multi-player game.
- Automatic Bluetooth connectivity supports one-on-one face-offs or team battles among two to four players.

Video: M3B5400

Mophie Powerstation plus XL

Only at Apple

Chinese Artist

Mophie partnered with acclaimed Chinese street artist, Hua Tunan, who specializes in traditional Chinese art and Western graffiti combined with his unique splash ink technique. They worked together to design a limited edition powerstation in for Chinese New Year 2017, Year of the Rooster. Apple will be the exclusive retail partner to offer this collaboration of technology and art

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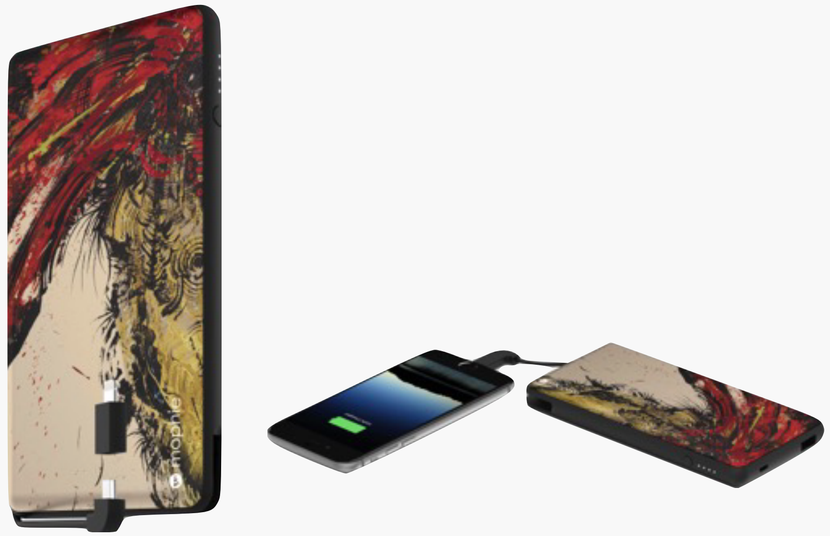
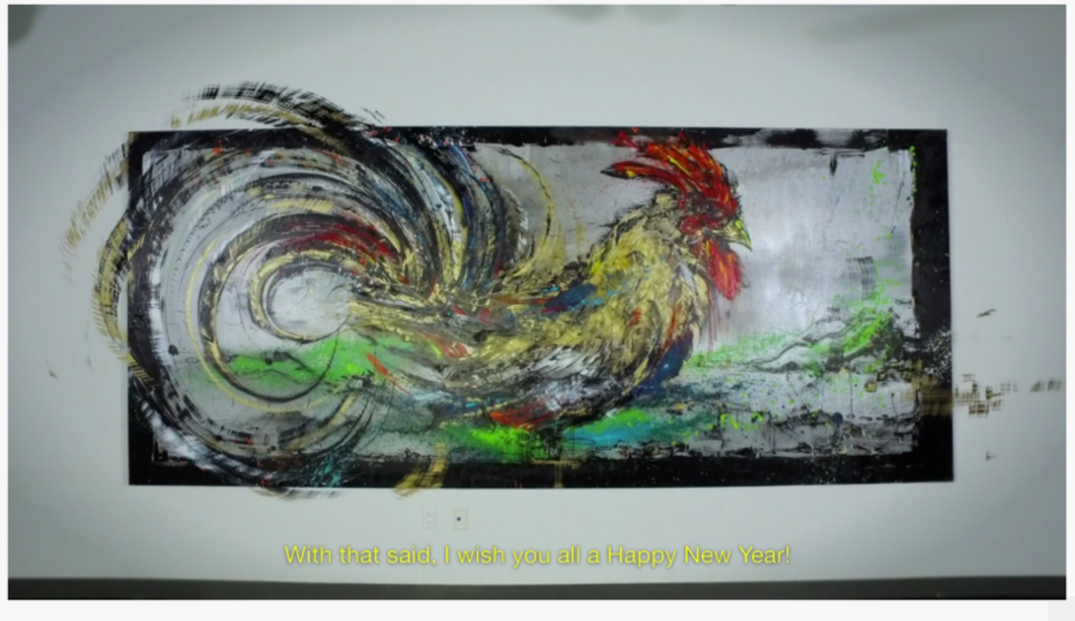
Top 3 Key Takeaways

- Designed by acclaimed local Chinese street artist ,Hua Tunan.
- 12,000mAh battery delivers an additional 48 hours to do more.
- Charge a variety of Apple and micro USB devices using the built-in switch-tip cable.





Video: M3B5500

Accessories Merchandising - Gaming & Toys

Jimu Robot Lion Kit

Only at Apple

Chinese Developer

LionBot is an interactive building block kit that combines learning and fun as kids build, program and share their robot creations. Is the first Jimu Robot that has a bobble-head bringing a whole new level of personality to robot construction. This kit has all the parts, connectors and servo motors to build LionBot. Additionally, the App, with 3D instructions and easy Blockly coding, allows you to program LionBot to do almost anything. .

Top 3 Key Takeaways

- Lion dances are traditionally performed to ward off evil spirits and easy Blockly coding allows kids to recreate this.
- Infrared sensor allows it to detect and avoid objects.
- The kit includes the Jimu Robot app with step-by-step 3D instructions including zoom and 360 degree views to make building the robot easy.

Video: M3B5600

Tech 21 iPhone 7 & 7 Plus Cases

Only at Apple

Chinese Artist

Tech 21 is one of Britain's fastest- growing tech companies with long history of making cutting edge protection cases for phone and tablet devices. To celebrate Chinese New Year, Jacky Tsai's new Chinese pop artwork combines the traditional elements of folk paintings with modern pop art style and techniques. It delivers the happiness, warmth and peace of New Year by combining various joyous elements such as blooms, lucky kids and chickens.

Top 3 Key Takeaways

- Collaborating with Jacky Tsai - who has previously designed for Shanghai Tang.
- The "Golden Boy" holding an "Apple" style gold ingot, represents luck, wealth and happiness.
- The case can withstand drops of up to 6.6 feet (2 meters) and provides a secure fit and feel.

Video: M3B5700